

## Message Text

UNCLASSIFIED

PAGE 01 CARACA 09621 152016Z

64

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

----- 111006

R 151801Z SEP 75

FM AMEMBASSY CARACAS

TO USDOC WASHDC

INFO SECSTATE WASHDC 0150

UNCLAS CARACAS 9621

E.O. 11652: N/A

TAGS: BEXP, VE

SUBJ: SUCCESS REPORT OF TRADE SHOW PARTICIPANT

1. EMBASSY RECEIVED VISIT BY EXPORT MANAGER OF VICTOR EQUIPMENT CORP., MANUFACTURERS OF WELDING AND CUTTING EQUIPMENT AND PARTICIPANTS IN "INSTRUMENTAL 74" US. SOLO SHOW IN CARACAS. VICTOR WAS NEW TO MARKET.

2. THE VISITOR REPORTED THAT VICTOR'S SALES IN VENEZUELA HAVE INCREASED FROM NEGLIGIBLE BEFORE THE SHOW TO HALF A MILLION DOLLARS DURING 1975 AND WILL PROBABLY PASS ONE MILLION DOLLARS IN 1976. THE COMPANY IS NOW STUDYING THE POSSIBILITY OF SETTING UP A PLANT IN VENEZUELA.

3. VICTOR ATTRIBUTES THIS SUCCESS TO THE INTRODUCTION THE SHOW AFFORDED IT TO THE VENEZUELAN MARKET. WHILE THIS INFORMATION IS NOT TO BE USED FOR PUBLICITY, USDOC MIGHT WISH TO CITE THIS CASE IN ITS ATTEMPTS TO JUSTIFY SHOWS OF SUCH TYPE.  
SHLAUDEMAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** RowellE0  
**Review Comment:** n/a  
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**Review Date:** 22 JAN 2003  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**TAGS:** BEXP, VE  
**To:** COM  
**Type:** TE  
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